



2014

SOUL



The Power to Surprise

Designed to inspire.



The 2014 Kia Soul expresses the new refinement and sophistication in Kia's ever evolving design language. Guided by the vision of Peter Schreyer, President and Chief Design Officer of Kia Motors Corporation, the company's design and engineering teams are creating vehicles that make an emotional connection with Kia owners.

"Today, cars are no longer just a means of transport but also expressions of lifestyles," Schreyer notes. "Cars are an essential part of our lives, and increasingly more emphasis is being put on their emotional value in terms of bringing us happiness and satisfaction."



PETER SCHREYER
President and Chief Design Officer,
Kia Motors Corporation

Designed to let your imagination soar.

Introducing the all-new 2014 Kia Soul. Everything from an available 2.0L Gasoline Direct Injection (GDI) engine to a panoramic sunroof is designed to make every drive more exciting than ever. Unique exterior styling — complemented by a striking interior with available soft-touch material — gives Soul a personality all its own. Three trim levels along with a choice of packages allow you to add impressive options, and like all new Kia vehicles, every Soul is backed by a worry-free 5-year/100,000 km comprehensive warranty.¹



PREMIUM AUDIO SYSTEM

Available premium Infinity® audio system comes with eight speakers, including a subwoofer and an external amplifier for exceptional audio performance.²



PUSH BUTTON START

Start or stop the engine at the push of a button with the available Smart Key remote, even with the key fob in a pocket or purse.



Comfort to go.

It's your space — and the closer you look, the better it gets. A spacious, well-appointed interior lets you travel in style and comfort. Available soft-touch material within the interior, complemented by available piano black trim accents, gives it a sleek look all its own. Soul SX is available with features that enhance comfort and convenience, including panoramic sunroof, Xenon HID headlights and power adjustable driver's seat with lumbar support.



60/40 SPLIT-FOLDING REAR SEATS. Conveniently carry longer items, passengers — or a combination of both — by folding down one or both of the rear seats. Soul lets you carry all the cargo you need to suit your lifestyle with an expansive 532L (seats upright) or 1,402L (seats down) of available space.



HEATED AND AIR-COOLED SEATS. Available heated front and rear seats help ensure comfortable driving in cold weather. Enjoy optimal comfort in warm weather with available air-cooled front seats that circulate cool air through perforations in the seat.

CONCEALED STORAGE. The floor of the cargo area flips up to reveal a hidden compartment for securely carrying smaller items. In addition, Soul SX with Luxury package includes a cargo screen to keep your belongings out of view.

REAR-PASSENGER COMFORT. The rear seat has room for three passengers or two passengers and a flip-down center armrest with dual cupholders.



OPEN TO ALMOST ANYTHING. If you've ever marveled at a sky full of stars, then you get the idea behind Soul's panoramic sunroof. It's one more reason why the sky's the limit and it comes standard on Soul SX with Luxury package.



More fun to drive.

Soul puts advanced technology to work for you, making every drive more convenient and enjoyable. Premium available features include everything from a voice-command navigation system³ to an Infinity^{®2} audio system with eight speakers, including a subwoofer and an external amplifier for the ultimate audio experience.



HEATED STEERING WHEEL. Make driving in colder weather more comfortable with an available heated steering wheel.

SUPERVISION GAUGES. Available Supervision instrument cluster has sharp, high-contrast graphics thanks to its 4.3-inch Thin-Film Transistor (TFT) color LCD.



PUSH-BUTTON START. Start or stop the engine at the push of a button with the available Smart Key remote, even with the key fob in a pocket or purse.

POWER-FOLDING OUTSIDE MIRRORS. Easily fold in the available power-folding outside mirrors using a door-mounted switch or by unlocking the car. Or use the Smart Key to automatically fold them in or out.

AUTOMATIC TEMPERATURE CONTROL. Soul SX comes with a standard automatic climate control and an ionized air filtration system, providing just-right comfort all year round.

Totally transformed.

The 2014 Soul is designed to make driving exciting. You can turn every trip around town into a high-energy outing thanks to Soul's 2.0L Gasoline Direct Injection (GDI) engine and Sportmatic® transmission with clutch-free manual shifting. In addition, FlexSteer electronic steering gives you a choice between regular and comfort settings — along with a sport setting for when you're in the mood to enjoy Soul's quick and agile handling. An available Eco Package includes Idle Stop & Go (ISG). It automatically turns off the engine when you come to a complete stop and then seamlessly restarts the engine when you release the brake pedal.



ADJUSTABLE FLEXSTEER™

Kia's standard advanced FlexSteer™ system allows you to select the level of steering feedback that best suits your driving style — Normal for everyday driving, Sport for a heavier feel and Comfort for a lighter, luxurious feel.



PANORAMIC SUNROOF

Soul's available power tilt-and-slide panoramic sunroof extends along the length of the roof to fill the interior with sunshine.



CITY SMART

An available Eco Package on Soul includes Idle Stop & Go (ISG). It automatically turns off the engine when you come to a complete stop and then seamlessly restarts the engine when you release the brake pedal.



EYE-CATCHING STYLE.

A talented team of international designers has created a contemporary and elegant silhouette for Soul. Accented with striking details — including available front LED positioning lights, distinctive LED light bar technology taillights and three new alloy wheel designs — Soul radiates modern sophistication from every angle.



Simply connected.

What could be simpler than using your voice or a touch screen to control the onboard navigation and entertainment systems on your new Soul?

Soul SX Luxury models are equipped with Kia's new multimedia interface, combining a dynamic display and brilliant graphics with touch screen gestures and speech recognition technology for precise control of multiple systems and functions.

TOUCH-SCREEN TECHNOLOGY

A bright, 8-inch LCD capacitive-touch screen features smartphone-like controls that respond with a touch or swipe of your finger.

MEDIA AND MUSIC INTEGRATION

The interface provides hands-free connectivity for your Bluetooth[®]-enabled cell phone and supports digital music streaming from iPod[®] or USB-connected music sources, as well as the system's internal hard drive. Your music is accompanied by extra-large album artwork on the screen.

REARVIEW CAMERA DISPLAY ⁷

When you shift into Reverse, the multimedia interface automatically displays a high-resolution image from the vehicle's rearview camera. Like an extra set of eyes, it shows you what you might not see in the rearview mirror or by looking over your shoulder.

PREMIUM AUDIO SYSTEM INTEGRATION

The multimedia interface is fully integrated with Soul's available premium Infinity[®] Audio System – a concert-hall-quality system featuring eight precisely placed speakers, including a subwoofer, centre channel speaker and external amplifier.

ONBOARD NAVIGATION

The Soul SX Luxury's standard onboard navigation system is also fully integrated with the multimedia interface. Call-up a destination, find a point of interest or type in an address on the touch screen and Soul will take you there.



Delivering 120 channels of some of the best programming available, SiriusXM is The Best

Radio on Radio.[®] Home of 100% commercial-free music, news, talk, entertainment, traffic, weather and data, SiriusXM also broadcasts live play-by-play as the Official Satellite Radio Partner of the NFL, NASCAR, NBA and NHL. To find out more about SiriusXM satellite radio, speak to your Kia dealer or visit siriusxm.ca



The 2014 Soul is equipped with standard Bluetooth[®] wireless technology to provide hands-free calling connectivity with Bluetooth-enabled cell phones.

Advanced safety means strength and intelligence.



Soul helps provide peace of mind when life throws you a curve. Its safety systems are engineered to help you maintain control, even in harsh road conditions and some emergency situations. Each one is designed to function automatically, leaving you free to focus on safe driving.



VEHICLE STABILITY MANAGEMENT⁷
Vehicle Stability Management (VSM) controls brake force, engine torque and steering torque to provide improved vehicle stability during cornering or on loose or slippery road surfaces.



BRAKE ASSIST
When the Brake Assist System (BAS) detects an emergency braking situation it instantly applies full braking force, faster than you might be applying it, to help shorten overall stopping distance.



ELECTRONIC BRAKEFORCE DISTRIBUTION
Electronic brakeforce distribution (EBD) adjusts front-to-rear brake pressure to compensate for varying passenger/cargo loads and deliver more confident braking performance.



ELECTRONIC STABILITY CONTROL
Electronic Stability Control (ESC) monitors the vehicle's response to your throttle, brake and steering inputs in tight corners and evasive-manoeuve situations. If the input and response are out of sync, ESC briefly takes over to restore stability through precise brake and engine-control interventions.



AIRBAG & SEAT BELT SENSORS
An advanced sensor system manages six airbags by monitoring the severity of an impact, presence of passengers and seat belt use, and then controls airbag inflation accordingly.



HILL-START ASSIST CONTROL
To help keep you from rolling backward when starting off on a steep hill, Hill Assist Control (HAC) automatically maintains braking pressure for up to two seconds after you take your foot off the brake pedal – enough time for engine power to move you forward.



REARVIEW CAMERA⁷
Located in the tailgate, the available rearview camera gives you a view of objects and obstacles behind you when you're backing up.



LATCH SYSTEM
Soul comes equipped with an industry-standard LATCH (Lower Anchors and Tethers for Children) safety system that makes it easier to securely install a compatible child safety seat in any of the three second-row seating positions.

FEATURES

| Exterior | LX | EX | SX |
|---|------|-----|-----|
| 16" steel wheels with covers | ● | – | – |
| 16" alloy wheels | + MT | ECO | – |
| 17" alloy wheels | – | ● | – |
| 18" machine-finished alloy wheels | – | – | ● |
| P205/60R16 tires | ● | ECO | – |
| P215/55R17 tires | – | ● | – |
| P235/45R18 tires | – | – | ● |
| Signature Kia grille | ● | ● | ● |
| Panoramic sunroof | – | – | LUX |
| Projection headlights | – | ○ | ● |
| Xenon HID headlights | – | – | LUX |
| LED light bar taillights | – | ○ | ● |
| Fog lights | ● | ● | ● |
| Front LED positioning lights (bar type) | – | ○ | ● |
| Front LED positioning lights (bulb type) | – | – | LUX |
| Body coloured power heated sideview mirrors | ● | ● | ● |
| Sideview mirror signal repeaters | ○ | ● | ● |
| Power folding sideview mirrors | – | ○ | ● |
| Body coloured door handles | ● | ● | ● |
| Roof rails | – | ● | ● |
| Rear wiper | ● | ● | ● |
| Front and rear splash guards | ● | ● | ● |

| Safety | LX | EX | SX |
|--|----|----|----|
| Dual advanced front airbags | ● | ● | ● |
| Dual front seat-mounted side airbags | ● | ● | ● |
| Dual side curtain airbags | ● | ● | ● |
| Front adjustable headrests | ● | ● | ● |
| 4-wheel disc brakes | ● | ● | ● |
| 4-wheel anti-lock braking system (ABS) | ● | ● | ● |
| Electronic brake distribution (EBD) | ● | ● | ● |
| Panic brake assist system (BAS) | ● | ● | ● |
| Electronic stability control (ESC) | ● | ● | ● |
| Vehicle stability management (VSM) ⁷ | ● | ● | ● |
| Hill assist control (HAC) | ● | ● | ● |
| Front seatbelt pretensioners | ● | ● | ● |
| Side-impact door beams | ● | ● | ● |
| Impact-sensing door unlock | ● | ● | ● |
| 2 nd row lower anchors and top tethers for children (LATCH) | ● | ● | ● |
| Child-safety rear door locks | ● | ● | ● |
| Rearview camera ⁷ | – | ○ | ● |

● = Standard ○ = Optional – = Not available AT = Automatic transmission

MT = Manual transmission ECO = ECO package LUX = Luxury package + = Plus package

| Comfort & Convenience | LX | EX | SX |
|--|----|----|-----|
| Air conditioning | ○ | ● | ● |
| Automatic climate control with Clean Air™ Ionizer | – | – | ● |
| AM/FM/MP3 stereo (voice-activated) | ● | ● | ● |
| SIRIUSXM [®] satellite radio (includes three trial months) ⁸ | ● | ● | ● |
| 6-speakers | ● | ● | ● |
| Premium Infinity™ audio (external amp, centre speaker & subwoofer) ² | – | – | LUX |
| UVO™ infotainment powered by Microsoft [®] ⁴ | – | ○ | ● |
| 8" multimedia interface with voice-activated navigation ³ | – | – | LUX |
| Voice-activated Bluetooth™ hands-free cell phone connectivity ⁵ | ● | ● | ● |
| Steering wheel audio controls with voice command function | ● | ● | ● |
| Enhanced TFT/LCD Supervision instrument cluster | – | – | ● |
| Power windows | ● | ● | ● |
| Power door locks | ● | ● | ● |
| Keyless entry | AT | ● | ● |
| Smart Key with push button start | – | – | ● |
| Auto-dimming rearview mirror | – | ○ | ● |
| Windshield wiper de-icer | ● | ● | ● |
| Tilt and telescopic steering wheel | ● | ● | ● |
| Heated steering wheel | – | – | ● |
| FlexSteer™ driver selectable steering assist | ● | ● | ● |
| Cruise control | ○ | ● | ● |
| Cooling glovebox | – | – | ● |
| Washer fluid warning light | ● | ● | ● |
| Escort lights | ● | ● | ● |
| Trip computer | ● | ● | ● |
| Exterior temperature display | ● | ● | ● |
| Illuminated vanity mirrors | ● | ● | ● |

| Seating & Trim | LX | EX | SX |
|--|----|----|-----|
| Cloth seats | ● | ● | – |
| Leather seats | – | – | ● |
| Heated front seats | ○ | ● | ● |
| Heated 2 nd row seats | – | – | LUX |
| Air-cooled front seats | – | – | LUX |
| Power adjustable driver's seat with lumbar support | – | – | LUX |
| 2 nd row 60:40-split folding seating | ● | ● | ● |
| Rear centre armrest | ● | ● | ● |
| Driver's seat height adjuster | ● | ● | ● |
| Leather-wrapped steering wheel | – | ○ | ● |
| Leather-wrapped shift knob | – | ○ | ● |
| Piano black interior accents | – | ○ | ● |
| Chrome interior door handles | – | ○ | ● |
| Cargo screen | – | – | LUX |

SPECIFICATIONS

| Engine | 1.6L | 2.0L |
|-------------------|--|--|
| Type | 1.6L, GDI, 4-cylinder | 2.0L, GDI, 4-cylinder |
| Configuration | Inline 4 cylinder, DOHC | Inline 4 cylinder, DOHC |
| Material | All aluminum | All aluminum |
| Valve train | 4-valves per cylinder, Dual-cam variable valve timing (CVVT) | 4-valves per cylinder, Dual-cam variable valve timing (CVVT) |
| Horsepower | 130 hp @ 6,300 rpm | 164 hp @ 6,200 rpm |
| Torque | 118 lb.-ft. @ 4,850 rpm | 151 lb.-ft. @ 4,000 rpm |
| Intake | Variable Intake System (VIS) | Variable Intake System (VIS) |
| Fuel System | Gas Direct Injection (GDI) | Gas Direct Injection (GDI) |
| Recommended Fuel | Regular unleaded | Regular unleaded |
| Compression ratio | 11.0:1 | 11.5:1 |
| Emission rating | Ultra Low Emission Vehicle (ULEV-II) | Ultra Low Emission Vehicle (ULEV-II) |
| Fuel management | Active ECO system (automatic) | Active ECO system |
| Transmission | 6-speed manual, Available 6-speed Sportmatic automatic | 6-speed Sportmatic automatic |

| Dimensions, mm (in.) | |
|----------------------------|-------------------------|
| Wheelbase | 2,570 (101.2) |
| Length | 4,140 (163.0) |
| Width | 1,800 (70.9) |
| Height | 1,600 (63.0) |
| Head room (front/rear) | 1,006/1,003 (39.6/39.5) |
| Shoulder room (front/rear) | 1,410/1,390 (55.5/54.7) |
| Leg room (front/rear) | 1,040/994 (40.9/39.1) |
| Hip room (front/rear) | 1,352/1,252 (53.2/49.3) |

| Curb Weight, kg (lb.) | 1.6L | 2.0L |
|------------------------|---------------------------|---------------------------|
| Manual transmission | 1,231-1,278 (2,714-2,817) | – |
| Automatic transmission | 1,263-1,307 (2,784-2,881) | 1,287-1,406 (2,837-3,100) |

| Body & Chassis | |
|------------------|---|
| Layout | Front engine, front wheel drive |
| Body type | Steel unibody |
| Front suspension | Independent, MacPherson strut, coil springs with stabilizer bar |
| Rear suspension | Coupled torsion beam axle with twin-tube shock absorber |
| Steering | Electric power steering |

| Brakes | |
|-----------------|-------------------------|
| Type | 4-wheel disc |
| ABS | 4 sensor, 4 channel |
| Front, mm (in.) | 280 (11.0) vented discs |
| Rear, mm (in.) | 262 (10.3) solid discs |

| Capacities, L (cu. ft.) | |
|-----------------------------------|--------------|
| Passenger volume | 2,861 (101) |
| Cargo capacity, rear seats folded | 1,402 (49.5) |
| Cargo capacity, rear seats up | 532 (18.8) |
| Fuel tank capacity, L (Imp. gal.) | 54 (11.9) |

| Fuel Economy, Highway/City, L/100km (mpg) | 1.6L | 2.0L |
|---|-----------------|-----------------|
| Manual transmission | 6.5/8.6 (33/43) | – |
| Automatic transmission | 6.6/8.5 (33/43) | 6.5/8.8 (32/43) |
| Automatic transmission (ECO) | – | 6.5/8.4 (34/43) |

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EXTERIOR COLOURS



Sterling (M)
BC/BL



Alien (M)
BC/BL



Titanium (M)
BC/BL



Onyx (P)
BC/BL



Solar Yellow
BC/BL



Polar
BC/BL



Inferno Red (M)
BC/BL



Fathom Blue (P)
BC/BL

INTERIOR COLOURS



Black LX Cloth (BC)



Black EX Cloth (BC)



Black SX Leather (BL)

M = Metallic, P = Pearl

The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows.

WHEELS



16" Steel wheel



16" Alloy wheel



17" Alloy wheel



18" machine-finished
alloy wheel

ACCESSORIES



Illuminated door sill plate



Rear spoiler

Kia Genuine Parts and Accessories are engineered by Kia and installed by professionals at your Kia dealer. For more information on the full line of available Genuine Kia Parts and Accessories, see your local Kia dealer, visit www.kia.ca or call 1-877-542-2886.

GET THE POINTS

Kia Member Rewards is an exclusive rewards program for Kia customers.

As a Kia Rewards Member, you'll earn points with every dollar you spend on maintenance service, parts and accessories at your servicing Kia dealer. Those Reward Points can be redeemed for discounts on future purchases – including the purchase of a new Kia. Plus earn Bonus Points on select items and services to collect rewards even faster.



Kia Member Rewards No-Charge Benefits include:

- Fuel fill-up with the delivery of your new Kia vehicle
- Local shuttle service
- Multi-point vehicle inspection with every service visit
- Windshield washer fill-up with every paid service
- Windshield wiper installation with wiper purchase
- Preferential rates on car rentals, nationwide
- 24/7 Roadside Assistance for your vehicle under Kia's 5-year/100,000 km warranty or Certified Pre-Owned warranty
- Email notification of exclusive Kia specials and events – a great way to earn Reward Points and save on future purchases

Become a Kia Premium Rewards Member:

Ask your Kia Dealer how you can enjoy even more benefits.

Enroll Today. Becoming a Kia Rewards Member is easy. See your Kia Dealer today to join. Visit rewards.kia.ca for full terms and conditions.



**WE'VE
GOT YOU
COVERED.**

At Kia, we believe peace of mind should come standard with every vehicle we make. That's why we back every model with one of the best warranties in the industry.

Our outstanding warranty coverage includes:

5-year/100,000 km - Worry-free comprehensive warranty covering virtually the entire vehicle¹

5-year/100,000 km - Powertrain warranty covering the engine, transmission, axles, differentials and driveshafts¹

5-year/100,000 km - Roadside assistance covers you in case of mechanical breakdown anywhere in North America¹

5-year/unlimited km - Anti-perforation warranty on body sheet metal defects in material/workmanship¹

For more information visit kia.ca or call 1-877-542-2886

ENDNOTES

1. The Kia 5-year/100,000-km warranty includes various warranties and roadside assistance. Some restrictions apply. For more information call us at 1-877-542-2886 or visit to kia.ca. 2. Infinity® is a registered trademark of Harman International Industries, Incorporated. 3. When equipped with the navigation system, French voice commands may be limited. 4. Microsoft® is a registered trademark of Microsoft Corporation in Canada and/or other countries. Failure to pay attention to travel conditions and vehicle operation while the vehicle is in motion could result in loss of vehicle control. Operate the UVO system, even with voice commands, only when it is safe to do so. 5. The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. A compatible Bluetooth wireless technology-enabled cell phone is required to use Bluetooth hands-free wireless technology. 6. iPod® is a registered trademark of Apple Inc. 7. Vehicle Stability Management and rearview camera are not substitutes for proper and safe driving procedures. 8. Service available in the 10 provinces and three territories of Canada, and the 48 contiguous states of the U.S. Monthly subscription sold separately after three trial months.



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